

ACHIEVING
MAXIMUM
EXECUTIVE
PRODUCTIVITY





EXECUTIVE PRODUCTIVITY AND COMMUNICATIONS

Communications is the key word in business today. The quotation "Nothing moves without a piece of paper" has more significance now than ever before.

Companies require more and more correspondence, memos, directives and reports to successfully handle the complexity of modern day business.

The ease and speed with which these important communications are handled is the key to *maximum* executive productivity. Fortunately, the progress made through the centuries has now produced equipment capable of solving the problem of business communications.

BUSINESS COMMUNICATIONS

and how they grew...



From the very beginning, the keynote of business was communications, but it represented a time wasting effort for the businessman and his secretary.

He had to laboriously write out his thoughts, later to be recopied by his secretary. Even today, many executives draft their business communications in much the same tedious fashion as the ancient Egyptians over 20 centuries ago.

Shorthand was a monumental step forward, but it still required two people to do the work of one. Often the secretary sat and waited whenever the executive was interrupted and time and money were wasted. When she was not available, important communications were delayed.

The twentieth century brought the dictating machine. However, the recording was made by "embossing" sound grooves on a wax cylinder. Correction of errors was impossible and reproduction poor.

Modern day "embossed" dictating machines are a refined modification of that original machine...but errors still cannot be erased and recording media can be used only once.

MODERN DICTATING EQUIPMENT

and what it
should do...



How do you measure the efficiency of a modern dictating system? By the ease and speed with which it handles your business communications.

It must be simple to operate. The executive should be able to use it in an instant without worry about special dials, buttons and settings. Your secretary should begin transcription quickly and easily.

A dictating system should emphasize accuracy...allow for errors and their easy correction. Reproduction must be crystal clear...no blurring, no background noise.

In addition, an ideal dictating system should be able to record telephone calls and conferences, eliminating the need for a secretary to be present.

Finally, it should provide for dictation anywhere—in the office, on a trip, in the field.

NORELCO

**gives you
maximum
executive
productivity**



Norelco dictating equipment is specifically designed to help you handle your communications quickly and easily. It's simple to operate. You erase errors electronically just by talking over

them. It enables you to compose your thoughts, to communicate them faster. You dictate where you like, when you like, what you like...when your secretary is at lunch or busy with other work...when you're working late, too.

**...and for
your secretary**



She won't have to wait while you're on the phone or interrupted by other pressing problems. Now she can schedule her own work load to best help you

achieve your maximum productivity. She becomes a more vital asset to you. Handles even more tasks, will feel she is an executive assistant rather than merely a stenographer.

NORELCO

**an asset to
your company**

Norelco is invaluable in every area of your company's communications...in handling day-to-day correspondence that is the life-blood of business...in preparing memos and directives for internal control...in preparing reports upon which important decisions are based...and in recording key telephone calls and top-level conferences.

With Norelco, heavy work loads can be efficiently distributed to other secretaries or a dictating pool. A secretary who works for more than one executive can schedule her work more efficiently and increase her productivity as well as theirs.

In addition to saving your company money through increased productivity, Norelco dictating equipment is economical in other ways: its initial cost is up to \$150 less than leading "embossed" machines; its outstanding quality and engineering make it virtually trouble-free; and its recording media can be reused up to 10,000 times or more with no recurring costs.



ACHIEVE MAXIMUM
EXECUTIVE PRODUCTIVITY WITH

Norelco 82

DICTATING AND TRANSCRIBING MACHINE

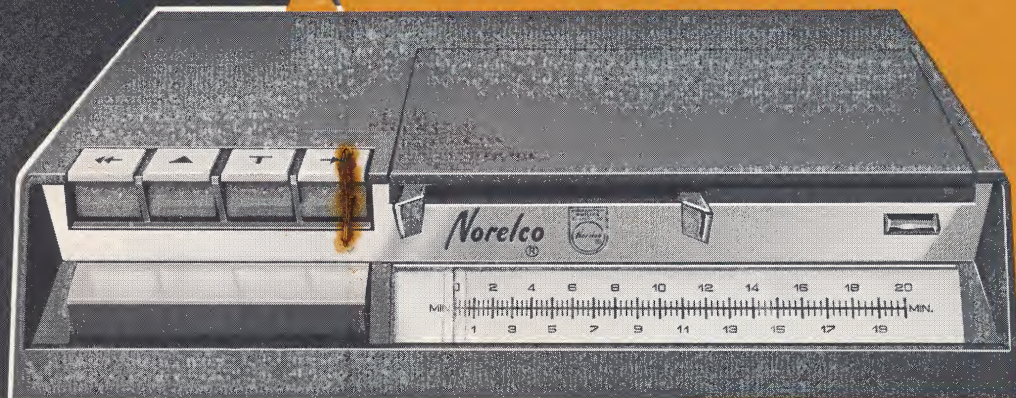
Here are the features that enable you to handle your business communications with ease and speed:

- Exclusive magnetic tape cassette provides 40 minutes of dictation for heavy work loads and long correspondence. (Belt machines provide only 10-15 minutes).
- Errors can be erased electronically simply by talking over them for faster, "error-free" dictation.
- Remote control microphone provides effortless dictation, review and playback.
- Crystal clear reproduction and "error-free" dictation make transcription a pleasure for your secretary.
- Telephone and conference recording enables you to record important information and ideas.

Only \$249⁵⁰*

Yet with more features and performance than machines costing over \$400

*Plus F.E.T. manufacturer's suggested list price, complete with dictating or transcribing accessories.



Norelco® 83

PORTABLE DICTATING MACHINE

Maximum Productivity for the Executive "on the go"

Many of today's modern executives are continually "on the go." Calling on key accounts...inspecting new plants...visiting branch offices. With the Norelco 83, they can dictate their business communications wherever they are. Make on-the-spot reports while the facts are still fresh. Catch up on back correspondence while waiting for a plane—in flight—at the hotel—or at home.

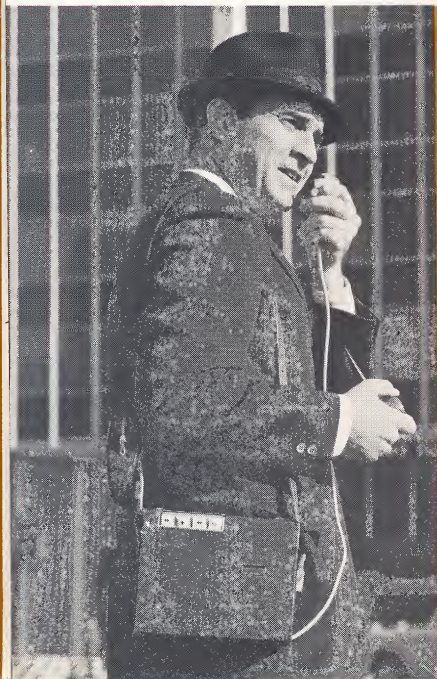
Here are the features that make the Norelco 83 ideal for the modern executive:

- Weight only 4½ pounds, light and compact, tucks into your attaché case.
- Records in any position, in a plane, train or car.
- Approved for use in flight by major air lines.
- Special mike eliminates background noise for easy transcribing.
- Cassettes can be mailed in convenient mailing cartons.
- Comes with a rich leather carrying case.

Only \$249⁵⁰*

Yet with more features and performance than portables costing over \$400

*Plus F.E.T. manufacturer's suggested list price, complete with leather carrying case.



10 BIG REASONS

why NORELCO
dictating equipment
is your best buy...

1. Provides more dictation time.
 2. Erases errors electronically.
 3. Remote control mike has automatic volume control.
 4. Magnetic tape cassette threads automatically.
 5. Controls are "mistake-proof" and easy to operate.
 6. Norelco 82 records phone calls and conferences.
 7. Recording is crystal clear.
 8. Better engineered for trouble-free performance.
 9. Costs over \$150 less than leading "embossed" machines.
 10. Magnetic tape cassette can be reused 10,000 times or more.
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10 BIG REASONS

why "EMBOSSSED"
dictating equipment
is not a good buy...

1. Provides much less dictation time.
 2. Errors cannot be corrected.
 3. Permanently recorded errors confuse secretary, slow down transcription.
 4. More controls, more complicated operation.
 5. More training time for both dictators and transcribers.
 6. Belts or discs are not loaded automatically, must be handled by both dictators and transcribers.
 7. Belts or discs pick up dirt and oil from handling, reduce fidelity, cause service problems.
 8. Higher original cost—in the \$400 range.
 9. Less and less trade-in value as "embossed" machines become more obsolete.
 10. Belts and discs can be used only once, continual recurring costs year after year.
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NORELCO DICTATING EQUIPMENT

is being used by
leading companies
in every field:

Alcoa	Jewel Tea
Allis-Chalmers	John Hancock Insurance
AMF	Johns Manville
American Marietta	Johnson & Johnson
Anheuser-Busch	Kaiser Aluminum
Austin Co.	Keebler Biscuit
Bankers Life	Kopper's
Bendix Aviation	Lawrey's Foods
B. F. Goodrich Chemical	Litton Industries
Boeing Company	Lockheed Aircraft
Borden Foods	Massachusetts Mutual
Braniff Airways	McDonnell Aircraft
Brunswick	McKesson & Robbins
Bucyrus-Erie	Miles Laboratories
Buick	Minneapolis-Honeywell
Burlington Mills	Montgomery Ward
Burroughs	Nestle
Chemical Bank of N.Y.	New York Times
Chesapeake & Ohio R.R.	North American Aviation
Chevron Oil	Northwest Bell Telephone
Chrysler	Northwestern Mutual
Cluett-Peabody	Olin Mathieson
CBS	Philco
Continental Assurance	Phillips Petroleum
Continental Can	Prentice-Hall
Control Data	Price, Waterhouse
Corning Glass	Procter & Gamble
Crucible Steel	Rand McNally
Detroit Edison	R.C.A. Whirlpool
Eastman Kodak	Remington Rand
E. I. Dupont	R. J. Reynolds
E. R. Squibb & Sons	S & H Green Stamps
Ethyl	Schenley Industries
Firestone	Sears Roebuck
Friden	Shearson Hammill
General Dynamics	Sinclair Oil
General Electric	Smith, Corona Marchant
General Mills	Southern Bell
George A. Hormel	S. S. Kresge
Gerber Products	Sun Oil
Glidden Paint	Triple "S" Blue Stamps
G M C Truck Sales	Union Carbide
Gruman Aircraft	Union Pacific R.R.
Hercules Powder	United Airlines
H. J. Heinz	U. S. Plywood
Humble Oil	Western Electric
Ingersoll Rand	Westinghouse
International Harvester	White Motor
Irving Trust	W. R. Grace
J. C. Penney	Xerox

These are only 100 of the thousands of companies maximizing their executive productivity with Norelco Dictating Equipment.

FREE 5 DAY TRIAL

Prove to yourself how Norelco dictating equipment can maximize your Executive Productivity—call your local Norelco dealer for a free, no obligation, 5 day trial. If he's not listed in your Yellow Pages, write us and we'll send you his name, address, and phone. If he contacts you in the meantime, be sure to ask him to arrange for your free 5 day trial.

Norelco®

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